

WHAT IS CLAIMED IS:

1. A projective display apparatus comprising:
 - an illumination unit which includes a light source, an integrator lens and a collimator lens;
 - a light splitter unit which splits light beams from said illumination unit into a plurality of color components;
 - a plurality of light valves, a respective one of said plurality of light valves corresponding to a respective one of said plurality of color components;
 - a cooling fan; and
 - a wind guiding unit which guides the cooling wind from said cooling fan to said illumination unit and said plurality of light valves;
 - wherein said wind guiding unit splits and forms at least two branch wind guiding paths, one of said at least two branch wind guiding paths guiding cooling wind from said cooling fan to said illumination unit and another of said at least two branch guiding paths guiding said cooling wind to said plurality of light valves.
2. A projective display apparatus as defined in claim 1, wherein said cooling fan is a centrifugal fan.
3. A projective display apparatus as defined in claim 1, wherein said winding guiding unit extends to a lower part of said plurality of light valves, and said cooling fan blows said cooling wind from said lower part forward to an upper part of said plurality of light valves.
4. A projective display apparatus as defined in claim 1, wherein said wind guiding unit guides said cooling wind from said cooling fan to said light source, said

integrator lens, said collimator lens and said plurality of light valves for cooling thereof.